



Alicante 2014

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ECTA



JOÃO PEREIRA DA CRUZ, Past President of ECTA, J. Pereira da Cruz S.A., PT

João has been a Partner of J. Pereira da Cruz, S.A. since 1974. He graduated from the University of Lisbon in 1978 and is a Portuguese Official Industrial Property Agent, European Patent Attorney and European Trademark Attorney.

João is a former President of ECTA; former Deputy Secretary General of epi (Institute of Professional Representatives before the European Patent Office); former chairman of the ECTA OHIM-Link Committee; former President of the Portuguese Group of AIPPI (International Association for the Protection of Industrial Property); and former President of UNION of European Practitioners in Industrial Property

He is President of AMEP (Portuguese Association of European Patent Attorneys); Secretary General of epi (Institute of Professional Representatives before the European Patent Office) and current member of the Board; President of ACPI (Portuguese Association of the Intellectual Property Consultants and member of the ECTA Law, Advisory and Membership and Disciplinary Committees.